

# PLANNING COMMISSION REPORT



MEETING DATE: July 13, 2005

ITEM NO. \_\_\_\_\_ GOAL: Coordinate Planning to Balance Infrastructure

## SUBJECT

### **Scenic Corridor Signage Text Amendment - 7-TA-2004**

## REQUEST

Request a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) to amend Article VIII. Sign Requirements.

### **Key Items for Consideration:**

- This proposal would:
  - Create a new type of freestanding sign that would be labeled a “Scenic Corridor Monument Sign” (SCMS).
  - Allow SCMS for specific uses on 5-acre or more parcels zoned ESL (Environmentally Sensitive Lands) and as an alternative for non-ESL zoned parcels. These specific uses in ESL zoning include multiple tenant commercial buildings or complexes, public and institutional uses, schools, churches and places of worship, hotels and resorts.
  - Prohibit tower, mid-sized monument signs, and monument signs wherever SCMS are allowed.
  - Allow 1 (one) SCMS per development, except buildings or complexes with 150,000 square feet or more may have 2 (two) signs.
  - Allow SCMS at the street right-of-way and in site entry drive medians.
  - Allow SCMS up to 5 feet high and up to 50 square feet in sign size. Multiple-tenant commercial centers with more than 150,000 square feet of total floor area would be allowed an additional 2 feet in sign height.
  - Allow embellishment ornamentation at the sides of SCMS.
  - Require specific design guidelines for SCMS within ESL zoning.
  - Require Development Review Board approval for SCMS.
- As a result this new sign would be:
  - Some property owners along Scenic Corridors have expressed concern that buildings and centers located behind the required Scenic Corridor easements do not have adequate visibility from the street to be successful.
  - Citizens have expressed concern that the tower signs currently allowed as Scenic Corridor signs are not appropriate in ESL locations.
  - The amendment would allow smaller signs to be located near the street and prevent installation of the tall tower signs allowed under the current ordinance.
  - The applicant is requesting this amendment on behalf of a specific client, but staff and residents have participated in discussions on behalf of the broader community.
  - Residents and staff feel that a sign height of 7 feet is too tall.
  - The sign character and quality would be a consideration for the

## Development Review Board.

**Related Policies, References:**

Zoning Ordinance, Article VIII, Sign Requirements  
Scenic Corridor Design Guidelines (2003)  
City of Scottsdale General Plan (2001)

APPLICANT CONTACT Lynne Lagarde  
Earl Curley & Lagarde P C  
602 265-0094

LOCATION City-wide

## BACKGROUND

**Hearing History.**

For the July 13, 2005 hearing staff had substantial concerns that the request would result in numerous unintended consequences and at that time recommended denial. The case was continued. The applicant, interested parties, and staff have met; as a result the proposal has been revised. Staff's concerns have been lessened – the outstanding issue is the sign height and resulting overall sign size.

**Origin of Proposal.**

The amendment to the Sign Regulations was discussed with a development application for a worship facility, known as the Dream Center Scottsdale First Assembly, located south of Via Dona Road and west of Pima Road. The initial design of that facility proposed a 40-foot tower, which would have provided visibility, and identity, for the use. The nearby property owners opposed the tower. With the discussion of the tower there were general comments that more visible signage might be allowed along Scenic Corridors.

**Current Sign Regulations.**

The Sign Regulations categorizes allowed sign types by use and size of use. These characteristics form the basis for determining the size and location of signs. In the Scenic Corridor all types of signs are allowed for commercial, schools, churches, and residential uses, except monument signs. Signs placed in Scenic Corridors:

1. Must be placed outside of sight visibility areas and not closer to the right-of-way than 80% of the average required width of the scenic corridor setback. For example, a 100-foot scenic corridor would have an 80-foot setback.
2. Must be between 5 feet to 20 feet in height depending upon sign type and setback.
3. Must have a sign copy area between 4 square feet and 144 square feet depending upon sign type and use.
4. Must meet general instructions for the Design Review Board to consider, including durable materials, muted color tones, and southwest architecture including corridor character.

**Scenic Corridors.**

Scenic Corridors are streets designated in the City's General Plan for scenic desert setbacks that provide a sense of openness, provide views of nearby mountains, and buffer adjacent land uses from traffic. The parameters are:

1. The minimum width of the corridor is 100 feet, from right-of-way.
2. This area may be designated Natural Area Open Space.
3. Development is limited to vegetation, non-vehicular travel ways, regional drainage ways (not non-regional drainage), cross access, and signs as allowed by the Zoning Ordinance.
4. The landscaping is dependent upon the corridor location.
5. The corridor is established as an easement during the land development process.

The Scenic Corridor Design Guidelines are intended to achieve a minimum visual impact of the built environment on the natural desert setting. The following Guidelines are specific to signs. (See attachment #4):

1. Keep to a minimum the number and size of signs.
2. Signs allowed by ordinance should be setback a minimum of 80% (or more) of the setback depth to the rear of the scenic desert landscape setback buffer (example 100-foot easement then signs should be setback 80-feet from the edge of right-of-way).
3. Tower signs are strongly discouraged.
4. Signs for the purpose of advertisement are strongly discouraged.
5. Low wall or ground mounted signs built from natural or simulated desert material with heavy textures and deep desert colors are preferred.
6. Reverse channel letter halo illumination or non-illuminated signs are preferred.
7. Low-level spot lighting may be supported only when the light is primarily for the purpose of accenting the natural materials and textures. The light source should also be shielded from view.
8. All pole-mounted signs should have poles with finishes as described in the Street Hardware – Right of Way section of the guidelines.
9. All sign backs visible to the road should be finished with a non-reflective dark color such as "Western Reserve 8716N Frazee" or similar.

**General Plan.**

The General Plan Character and Design element establishes a vision of quality development above the norm for aesthetics. Design standards have incorporated Sign Regulations and other rules including Scenic Corridor protections that have established a built environment with an aesthetic generally above the quality found in other communities. Goal 4 encourages major roadway streetscapes that promote the city's visual quality and character, and blend into the character of the surrounding area.

The Open Space and Recreation element provides a vision that encourages protection of open space resources. Goal 1 states that a Scenic Corridor provides an opportunity for drivers to enjoy the natural desert vegetation and views of the nearby mountains and open spaces. Scenic Corridors are dedicated as easements on private property through the development process.

APPLICANT'S  
PROPOSAL**Goal/Purpose of Request.**

The applicant is proposing to amend the Sign Regulations to allow signs within the Scenic Corridor closer to the right-of-way and a different sign type.

*Sec. 8.200. Definitions.* Proposes new definitions for Embellishment and Scenic Corridor Monument Signs (SCMS). The definition of SCMS ensures that the sign will include the major site address numerals. In addition, the SCMS is allowed 2 tenant names.

Analysis Some cities recognized as having high quality design and development achieve way finding by place identification (identity of the place – not the address or the specific owner/tenant name) and with way finding signage that have common design features rather than address numbers placed on signs in inconsistent fashion. This quality of place associated with signage needs to be balanced with public safety. The Fire Code requires that addresses be posted on buildings with the addresses legible and visible from the street. Some properties, which have Scenic Corridors and setbacks that exceed the normal requirements, may not be able to post an address sign on a building with the address being visible from the street. Address numbers should be incorporated with the overall design scheme of the sign – the address numbers should not be tack-on numbers as an after thought design element of the sign.

*Sec. 8.411. Scenic Corridor. I. Regulates signs in non-ESL zoned Scenic Corridors.* Allows the option of the current ordinance provisions or placing SCMS on a parcel. If the option of placing SCMS on a parcel is selected, then the parcel cannot have mid-sized monument signs, monument signs, or tower signs.

Analysis As proposed, the various types of freestanding signs would not increase and thus the impact would be minimal. The setbacks and heights of the proposed signs would not substantially alter the Scenic Corridors.

*Sec. 8.411.II. Regulates signs in ESL zoned Scenic Corridors.*

*A. Proposes Development Review Board approval of these signs.*

Analysis The General Plan and Scenic Corridor Design Policies establish policies and guidelines for improvements in the Scenic Corridor. The existing ordinance requires Development Review Board approval of the permanent design and color scheme of all signs in Scenic Corridors.

*Sec. 8.411.II.B. Signs Allowed.* The proposed ordinance restricts the types of signs to one new sign type “Scenic Corridor Monument Signs”, and allows that sign type for parcels of 5 acres or more for multiple-tenant commercial buildings or complexes, public and institutional uses, schools, churches and places of worship, hotels and resorts. All other uses are allowed non-ESL zoned Scenic Corridor sign provisions.

Analysis SCMS would be a new sign type and defined in the definitions. Currently any type of use, including special events, could have any type of sign. This proposal provides consideration for the character of Scenic Corridor (ESL vs. non-ESL) as well as type of use. Thus a balance is achieved in arriving at visibility for uses that otherwise have limited sign visibility. In addition, those locations of Scenic Corridor that are characteristic of having greater natural features and views would have fewer taller obstructions of those views.

*Sec. 8.411.II.C. Number of Signs.* The proposal allows 1 SCMS per development at or near an entry drive, and 2 SCMS for buildings or complexes with 150,000 square feet or greater.

*Sec. 8.411.II.D. Placement of Signs.* Signs may be placed at the entry drive or median; on the property line; not in conflict with visibility safety; and with minimal impact on native plants.

*Analysis* The existing ordinance allows sign placement with temporary signs within the Scenic Corridor and all other signs not closer to the right-of-way edge than 80% of the required average width of the Scenic Corridor. For example, this would be 80 feet for a 100 foot Scenic Corridor, or 45 feet for a 50 foot Scenic Corridor.

The sign placement requirement establishes the sign location in relationship to the driveway such that the sign cannot be more than 3 times the sign height from the entry drive. The setback will be at the property line along the street and outside of sight triangles. This placement and setback will limit the potential native plant disturbance, and provide entry location markers for drivers.

*Sec. 8.411.II.E. Sign Size. Height.* Signs may be 5 feet high except an additional 2 feet of height may be allowed for multiple-tenant commercial complexes with 150,000 square feet or greater floor area and where all buildings are setback a minimum 150 feet from the property line. *Width.* All signs are limited to 10 feet in width. *Embellishments.* Embellishments may extend up to 4 feet beyond the 10-foot of allowed width for a 5-foot high sign; and up to 6 feet beyond the 10-foot of allowed width for a 7-foot high sign.

*Analysis* **Staff has a concern that introducing a 7-foot height allowance is inappropriate for Scenic Corridors in that the intent of the Scenic Corridors is too greatly impacted.** A 7-foot tall sign too closely mirrors the size of a mid-sized monument sign. Mid-sized monument signs are currently allowed for specified uses including 8-foot height for hotels/motels, and multiple-tenant commercial buildings with floor areas with 10-foot height of sign for from 60,000 to 100,000 square feet and 12-foot height of sign for 100,000 square feet or more. Directory signs are another type of taller sign, which may be 7 feet in height for multiple-tenant commercial buildings, as well as unspecified commercial and industrial uses. Other uses are allowed 5-foot high ground and monument signs, and signs of lesser height. The existing regulations force these tall signs to the backside of the Scenic Corridor, lessening the impact of the sign height on the view shed from the street.

The resulting overall sign size of SCMS would be 50 square feet or 70 square feet depending upon the height. The existing sign regulations allow sign sizes from 4 square feet to 144 square feet.

*Sec. 8.411.II.F. Design Criteria.*

Proposes design criteria ESL (Environmentally Sensitive Lands) zoned Scenic Corridors.

*Analysis* Currently the Ordinance does not specify criteria for design of signs in the Scenic Corridor, but does have design consideration for approval.

*Character and Quality of Signs.* The proposed amendment requires Development Review Board approval of SCMS and the design criteria encourages a high quality of materials and sign elements. For example, cabinet signs are prohibited. This is a threshold upon which the Development Review Board may review these signs for character and quality, and encourage durable natural material usage. In their review other signage elements may be considered such as edging, facing, and setting in order to achieve high standards of design and built environment.

*Lighting.* The Scenic Corridor Guidelines recommend the use of low-level spot lighting and this lighting may be supported only when the light is primarily for the purpose of accenting the natural materials and textures, and the light source should be shielded from view. The guidelines do not preclude other types of lighting but do not specifically allow other lighting types. The proposed ordinance language would allow internally illuminated letters (letters routed out of a panel with an insert behind the panel and behind the insert lighting to illuminate the letters), which currently is not allowed in the Scenic Corridor Design Guidelines. The ESL zoning district requires that light sources be shielded from view. This proposal would require that lighting be integrated with the sign elements and enhance the sense of place.

*Revegetation/Landscaping.* As a result of placing the sign closer to the right-of-way and with a lower sign height, the signs will be difficult to see through natural desert vegetation. Therefore, the applicant is proposing a “Sign Visibility Corridor” which would be designated as revegetated Natural Area Open Space and approved by the Development Review Board. There is no specification regarding the size of the Sign Visibility Corridor. Also, this proposal would result in a planting pattern without a natural desert form. Most areas of the ESL desert that are natural exhibit a natural growth pattern with variable plant heights – not all plants of a same or similar consistently low height. The result would be much of the visibility area being revegetated and not having an appearance as that of natural growth pattern vegetation.

## IMPACT ANALYSIS

### **Policy Implications.**

If this application were approved, the Scenic Corridors Design Guidelines would need to be revised to reflect any new Sign Regulations. Likewise, the General Plan policies on native vegetation, scenic corridors, preservation, and aesthetics would need to be reevaluated.

### **Community Involvement.**

The applicant has completed their Community Involvement requirements as documented in the attached report. The community is supportive of economic viability of the Summit stores on Scottsdale Road north of Lone Mountain Road and as such desires to find a solution that would allow greater signage and thus visibility of this commercial center.

The applicant was allowed to install demonstration signs at the Summit Commercial Center along Scottsdale Road to demonstrate the intent of the Text Amendment. See Attachment # 6 for sign photographs.

After an initial open house meeting, additional discussions occurred and

various concepts were put forth.

**Community Impact.**

With this Sign Regulation change, places in Scottsdale may experience greater visibility and, for businesses, better client patronage. With the placement of the proposed signs, property and tenant names may be more commonly visible along Scenic Corridors. Way finding by landmark could become less necessary. As a result, the unique character of Scottsdale may evolve to a less special character.

STAFF  
RECOMMENDATION

**Recommend approval, subject to the Scenic Corridor Monument Signs being not more than 5 feet in height.**

RESPONSIBLE  
DEPT(S)

**Planning and Development Services Department**  
Current Planning Services

STAFF CONTACT(S)

Kira Wauwie, AICP  
Project Coordination Manager  
480-312-7061  
E-mail: kwauwie@ScottsdaleAZ.gov

APPROVED BY

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Kira Wauwie, AICP  
Report Author

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Lusia Galav  
Interim Current Planning Director  
480-312-2506  
lgalav@scottsdaleaz.gov

ATTACHMENTS

1. Applicant's Narrative
2. Legislative Text
3. Scenic Corridors Map
4. Executive Summary of: Scenic Corridor Design Guidelines
5. Citizen Involvement
6. Demonstration Sign Photos

## PROJECT NARRATIVE

### SCENIC CORRIDOR SIGNAGE TEXT AMENDMENT

At the time of the last sign code amendment, there was discussion at the public hearings that some smaller scale, sensitively designed signage in the scenic corridor might be an appropriate alternative to the taller tower and mid-size monument signage allowed outside the corridor. For the past several months, Donahue Schriber and its consultants have met with Staff, Planning Commissioner Heitel and interested citizens on a proposal to allow such smaller scale signage within the scenic corridor. The proposed language is intended to be sensitive to concerns for the aesthetics and preservation of scenic corridors and yet responsive to the legitimate needs of businesses along a scenic corridor.

The text amendment proposal includes scenic corridor design guidelines for scenic corridors in non-ESLO areas and additional design guidelines within the ESLO overlay area. The amendment proposes allowing smaller mid-size monument signs than would be allowed elsewhere in the City with graduations in size from six feet to ten feet based upon increased setback distances from ten feet to thirty feet. The amended language also addresses revegetation and landscaping within a signage visibility corridor to allow for lower level plant species to assure sign visibility and readability.

Scenic corridor signage is an issue that impacts not only retail and office centers, but also resort locations within the City. The need for appropriate aesthetically compatible signage in scenic corridor areas to allow identification of the location of businesses as well as the entry points for these businesses is critical to their on-going viability.

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SCENIC CORRIDOR SIGNAGE AMENDMENT

How to read this document:

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Existing ordinance language proposed for deletion is shown in regular font strike-through (~~like this~~).

Proposed ordinance language is shown in upper case letters (LIKE THIS).

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Sec. 8.200. Definitions.

*EMBELLISHMENT.* AN ELEMENT OF DESIGN WHICH IS NOT PART OF A SIGN BUT WHICH PROVIDES ORNAMENTATION AT THE END OR SIDES OF A SIGN.

*SCENIC CORRIDOR MONUMENT SIGN.* A FREESTANDING CABINET OR PANEL SIGN MOUNTED ON, OR WITHIN A BASE (ABOVE-GRADE) WHICH IS DETACHED FROM ANY BUILDING, WHICH, ON THE STREET FRONTAGE OF THE SITE ADDRESS, SHALL CONTAIN THAT ADDRESS NUMERALS, AND WHICH, FOR MULTIPLE-TENANT COMMERCIAL COMPLEXES ONLY, MAY INCLUDE NO MORE THAN TWO (2) TENANT OR OCCUPANT NAMES.

Sec. 8.411. Scenic corridor.

- I. The following conditions shall apply to the placement of PERMANENT signage within a scenic corridor NOT IN THE ESLO OVERLAY DISTRICT:
  - A. *Development Review Board approval:* The Development Review Board shall approve the permanent design and color scheme of all PERMANENT signs which are permitted within a scenic corridor. PERMANENT signs shall be made of durable materials with muted color tones that are common to southwest architectural themes and are also compatible with the landscape character within a scenic corridor.
  - B. *Placement:* No PERMANENT signs shall be placed closer to the right-of-way edge of the adjacent street than eighty (80) percent of the required average width of the scenic corridor.
  - C. ~~PERMANENT Signs allowed:~~ All PERMANENT types of signs allowed by this ordinance may be placed within a scenic corridor, except monument signs, which are not allowed.
  - DC. *Sign height:* The maximum height of signs within the scenic corridor shall be eighteen (18) feet except under one of the following conditions:
    1. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street, the maximum sign height may be raised by two (2) feet.
    2. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street the sign area may be increased twenty (20) percent.

3. In no case shall both of the previous conditions apply to the same sign.
  - D. *PERMANENT SIGNS ALLOWED:* ALL PERMANENT TYPES OF SIGNS ALLOWED BY THIS ORDINANCE MAY BE PLACED WITHIN A SCENIC CORRIDOR NOT LOCATED IN THE ESLO OVERLAY DISTRICT, EXCEPT MONUMENT SIGNS, WHICH ARE NOT ALLOWED. ALTERNATIVELY THE ESLO SCENIC CORRIDOR MONUMENT SIGNAGE AS PERMITTED BELOW MAY BE USED IN ANY NON-ESLO SCENIC CORRIDOR; IF THE ESLO SCENIC CORRIDOR MONUMENT SIGNAGE IS USED THEN NO TOWER SIGNS SHALL BE ALLOWED ON ANY PORTION OF THE PROPERTY.
- II. THE FOLLOWING CONDITIONS SHALL APPLY TO THE PLACEMENT OF PERMANENT SIGNAGE WITHIN A SCENIC CORRIDOR IN THE ESLO OVERLAY DISTRICT:
- A. *DEVELOPMENT REVIEW BOARD APPROVAL:* THE DEVELOPMENT REVIEW BOARD SHALL APPROVE THE PERMANENT DESIGN AND COLOR SCHEME OF ALL PERMANENT SIGNS WHICH ARE PERMITTED WITHIN A SCENIC CORRIDOR IN THE ESLO OVERLAY DISTRICT. IN APPROVING SUCH SIGNAGE, THE DEVELOPMENT REVIEW BOARD SHALL DETERMINE THAT THE PROPOSED SIGN MEETS FOLLOWING STANDARDS AND DESIGN CRITERIA.
  - B. *SIGNS ALLOWED:* THE ONLY PERMANENT SIGNAGE ALLOWED SHALL BE SCENIC CORRIDOR MONUMENT FRONTAGE SIGNS TO IDENTIFY ONLY THE FOLLOWING USES ON PARCELS OF 5 ACRES OR MORE WHICH ARE LOCATED ADJACENT TO A GENERAL PLAN SCENIC CORRIDOR DESIGNATED STREET: MULTIPLE-TENANT COMMERCIAL BUILDINGS OR COMPLEXES, PUBLIC AND INSTITUTIONAL USES, SCHOOLS, CHURCHES AND PLACES OF WORSHIP, HOTELS AND RESORTS. THESE USES SHALL NOT BE ALLOWED TOWER, SIGNS IN CONJUNCTION WITH A SCENIC CORRIDOR MONUMENT SIGN ON ANY PORTION OF THE PROPERTY. ALL OTHER USES SHALL BE SUBJECT TO NON-ESL ZONED SCENIC CORRIDOR SIGN PROVISIONS.  
  
TEMPORARY SIGNAGE MAY BE ALLOWED ACCORDANCE WITH SECTIONS 8.600-8.616.
  - C. *NUMBER OF SIGNS:*
    1. THERE SHALL BE ONLY ONE (1) SCENIC CORRIDOR MONUMENT SIGN PER DEVELOPMENT. HOWEVER, BUILDINGS OR COMPLEXES WITH A TOTAL FLOOR AREA OF 150,000 SQUARE FEET OR GREATER MAY HAVE A MAXIMUM OF TWO (2) SCENIC CORRIDOR MONUMENT SIGNS PER DEVELOPMENT.
  - D. *PLACEMENT OF SIGNS:*
    1. SCENIC CORRIDOR MONUMENT SIGNS SHALL ONLY BE ALLOWED AT OR NEAR AN ENTRY DRIVE INTO THE SITE FROM A SCENIC CORRIDOR ROADWAY OR WITHIN A MEDIAN WITHIN SUCH AN ENTRY DRIVE.

2. SECTION 8.408.III. SHALL NOT APPLY TO SCENIC CORRIDOR MONUMENT SIGNS. SCENIC CORRIDOR MONUMENT SIGNS SHALL BE PLACED AT THE PROPERTY LINE AND LOCATED A MAXIMUM DISTANCE FROM THE EDGE OF THE ENTRY DRIVE CURB OF THREE (3) TIMES THE HEIGHT OF THE SIGN OR WITHIN AN ENTRY DRIVE MEDIAN. SIGN LOCATIONS SHALL BE CONSISTENT WITH INTERSECTION SIGHT DISTANCE AND TRAFFIC SAFETY TRIANGLE REQUIREMENTS WHICHEVER APPLIES TO THE SITE. IF A SIGN LOCATION SPECIFIED BY THIS SECTION WOULD CREATE A SIGHT DISTANCE OR SAFETY TRIANGLE HAZARD, THE SIGN LOCATION CAN BE ADJUSTED THE MINIMUM AMOUNT NECESSARY TO PREVENT THE HAZARD FROM BEING CREATED.
3. SIGNS SHALL BE LOCATED WITH SENSITIVITY TO MINIMIZING NATIVE PLANT DISTURBANCE. IF NECESSARY, THEN NATIVE PLANTS MAY BE RELOCATED TO PROVIDE FOR SIGN VISIBILITY IF APPROVED BY THE DEVELOPMENT REVIEW BOARD.

E. *SIGN SIZE:*

1. THE MAXIMUM HEIGHT OF SCENIC CORRIDOR MONUMENT SIGNS SHALL BE FIVE (5) FEET INCLUDING A MINIMUM OF A ONE (1) FOOT BASE MEASURED FROM ADJACENT NATURAL GRADE OR CURB HEIGHT WHICHEVER IS GREATER, **EXCEPT THAT FOR A MULTIPLE-TENANT COMMERCIAL COMPLEX WITH A TOTAL FLOOR AREA OF 150,000 SQUARE FEET OR GREATER AND WHERE ALL BUILDINGS ARE SETBACK A MINIMUM OF 150 FEET FROM THE PROPERTY LINE THEN TWO (2) ADDITIONAL FEET OF HEIGHT SHALL BE ALLOWED.**
2. THE SIGN WIDTH SHALL NOT BE MORE THAN 10 FEET.
3. EMBELLISHMENTS BEYOND THE SIGN WIDTH, INCLUDING DESIGN FEATURES TO MEET THE CRITERIA LISTED BELOW, SHALL BE ALLOWED UP TO AN ADDITIONAL 4 FEET RESULTING IN A TOTAL OF FOURTEEN (14) FEET WIDE FOR A 5 FOOT TALL SIGN **OR AN ADDITIONAL 6 FEET RESULTING IN A TOTAL OF SIXTEEN (16) FEET WIDE FOR A 7 FOOT TALL SIGN**, ONLY IF THE DEVELOPMENT REVIEW BOARD FINDS THAT THE EMBELLISHMENTS CONTRIBUTE TO ENHANCEMENT OF THE SCENIC CORRIDOR AND ARE CONSISTENT WITH THE SCENIC CORRIDOR DESIGN GUIDELINES.

F. *DESIGN CRITERIA*

1. SIGNAGE SHALL COMPLEMENT AND BE COMPATIBLE WITH BOTH THE CHARACTER OF THE ROADWAY SEGMENT IN WHICH THE SCENIC CORRIDOR OCCURS AND THE SITE ARCHITECTURE.
2. PREDOMINANTLY NATURAL MATERIALS THAT REFLECT THE RURAL AND RUSTIC DESERT CHARACTER OF THE AREA, SUCH AS WOOD,

ROCK, STONE, RUSTED OR OTHER DULL METAL FINISHES SHALL BE USED.

3. SIGNS SHALL INTEGRATE SHAPES AND DESIGN ELEMENTS HAVING IRREGULAR FORMS THAT APPEAR TO RESEMBLE THOSE OF NATURE. VARIATIONS IN HEIGHT, LENGTH, DEPTH, MATERIALS AND TEXTURES, AS WELL AS LANDSCAPING ELEMENTS, SHALL BE ENCOURAGED IN SIGNAGE TO CREATE A VARIED ELEVATION
4. HIGH CONTRAST SHALL BE EMPLOYED BETWEEN BACKGROUND AND COPY WITHIN THE DESIGNATED COPY AREA FOR IMPROVED READABILITY. COLOR PAlettes SHALL INCLUDE MUTED TONES THAT BLEND WITH THE SURROUNDING DESERT ENVIRONMENT, WHILE PROVIDING CONTRAST WITH ACCENT COLORS FOR READABILITY WITHIN THE DESIGNATED COPY AREA. COLORS SHALL NOT EXCEED AN LIGHT REFLECTIVE VALUE (LRV) OF THIRTY-FIVE (35) PERCENT, EXCEPT THAT SIGN COPY MAY HAVE A HIGHER LIGHT REFLECTIVE VALUE (LRV) WHEN USED WITH A DARK BACKGROUND COLOR; NOR SHALL BACKGROUND COLORS EXCEED A VALUE OF SIX (6) AND A CHROMA OF SIX (6) AS INDICATED IN THE *MUNSELL BOOK OF COLOR* ON FILE IN THE PLANNING SYSTEMS DEPARTMENT.
5. ONLY REVERSE CHANNEL LETTER HALO ILLUMINATION, INTERNALLY ILLUMINATED LETTERS OR LOW LEVEL SIGNAGE INDIRECT LIGHTING, ALL DESIGNED TO CONTROL GLARE AND MUTE LIGHTING IMPACTS SHALL BE USED. LIGHT SOURCES SHALL BE SHIELDED FROM VIEW AND SHALL NOT ALLOW SPILLAGE BEYOND THE SIGNAGE. LANDSCAPING AND LANDSCAPE ACCENT LIGHTING SHALL BE INTEGRATED WITH SIGNAGE ELEMENTS TO CREATE FOCAL POINTS THAT ENHANCE THE EXISTING SENSE OF PLACE AND SHALL BE DIRECTED TOWARDS THE SIGN COPY AND PLACE-MAKING ELEMENTS (THE TEXTURES, PLANTS AND MATERIALS OF THE SIGN, NOT THE OVERALL SIGN).
6. REVEGETATION/LANDSCAPING WITHIN THE MINIMUM NECESSARY DESIGNATED SIGN VISIBILITY CORRIDOR, AS APPROVED BY THE DEVELOPMENT REVIEW BOARD, SHALL COMPLY WITH SEC. 6.1060.D.2.A. THROUGH F. OF THE ENVIRONMENTALLY SENSITIVE LANDS ORDINANCE, EXCEPT THAT CONSISTENCY SHALL BE REQUIRED WITH ONLY LOW-LEVEL PLANT SPECIES, WHICH SHALL BE ALLOWED TO BE MAINTAINED AT LOWER HEIGHTS WHERE TALLER PLANT SPECIES INTERFERE WITH SIGN VISIBILITY AND READABILITY. MATURE PLANTS AND TREES SHALL BE RELOCATED AS NECESSARY TO MAINTAIN NON-INTERFERING, LOW-LEVEL PLANT SPECIES AND SHALL BE UTILIZED AS APPROPRIATE TO PROVIDE AN ENHANCED NATIVE PLANT SETTING FOR THE SIGNAGE.
7. CABINET SIGNS FABRICATED OF ACRYLIC, PLEXIGLAS®, PLASTIC-FACED, OR INJECTION MOLDED PANELS WITH FIRST-SURFACE,

SECOND-SURFACE APPLIED TRANSLUSCENT VINYLs, FILMS OR PAINTED GRAPHICS, AND/OR INTEGRALLY COLORED POLYCARBONATE MATERIALS THAT ARE INTERNALLY BACKLIGHTING THE WHOLE GRAPHICS AREA, ARE STRICTLY PROHIBITED.

JENNY LYNN

CIRCLE MOUNTAIN

HONDA BOW

ROCKAWAY HILLS

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

BEARDSLEY RD.

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY RD.

THUNDERBIRD RD.

CACTUS RD.

DOUBLE TREE RANCH RD.

MCCORMICK PKWY.

Carefree Hwy

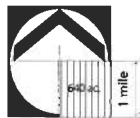
Cave Creek Road

Dynamite Blvd

Scottsdale Road

Pima Road

Shea Boulevard



## Existing Scenic Corridor Map

Carefree Highway  
Cave Creek Road (NE of Pima Rd.)  
Dynamite Boulevard (E of 56th St.)  
Pima Road (N of the 101)  
Shea Boulevard  
Scottsdale Road (N of Fank Lloyd Wright)

- Scenic Corridor
- Desert Foothills Scenic Drive-Scenic Corridor
- Buffered Setbacks/Parkway
- Recommended Study Boundary of the McDowell Sonoran Preserve
- City Boundary

Locations depicted on this map are generalized

**Scenic Corridor Signage Text  
Amendment  
7-TA-2004**

Attachment #4 Executive Summary of Scenic  
Cooridor Design Guidelines  
AND  
Attachment #5 Citizen Involvement

The above attachment is on file at the City of  
Scottsdale Current Planning office,  
7447 E Indian School Road, Suite 105.



ATTACHMENT #6









